

LISTING OF CLAIMS

1-25. (Canceled)

26. (New) A method by which a fuel retailer can maintain a posted street price for fuel while offering to identified customers, prices that are different from the posted street price, said method comprising the steps of:

- posting the street price on a fuel dispenser;
- inputting customer identification information through an input device;
- associating with the customer identification information, a price-per-unit (PPU) difference from the posted street price of the fuel; and
- applying the associated PPU difference to the posted street price to arrive at a discounted PPU for the customer.

27. (New) The method of claim 26 wherein the step of inputting customer identification information includes inputting customer identification information through an input device selected from the group consisting of:

- a magnetic card reader;
- a bar code reader;
- a personal identification number (PIN) entry pad; and
- a radio frequency identification (RFID) device.

28. (New) The method of claim 26 wherein the step of associating a PPU difference with the customer identification information includes associating a PPU difference earned through a customer loyalty program.

29. (New) The method of claim 26 wherein the step of associating a PPU difference with the customer identification information includes associating a PPU difference earned through a membership in a particular organization.

30. (New) The method of claim 26 wherein the step of associating the PPU difference with the customer identification information includes associating a unique PPU difference for each individual customer.

31. (New) The method of claim 26 further comprising associating with the customer identification information, a maximum number of units of fuel that can be purchased at the discounted PPU.

32. (New) The method of claim 31 further comprising the steps of:
determining how many units of fuel were purchased by the customer; and
calculating a number of units of fuel remaining that can be purchased by the customer at the discounted PPU by subtracting the units of fuel purchased by the customer from the maximum number of units of fuel that can be purchased by the customer at the discounted PPU.

33. (New) The method of claim 26 wherein the step of associating with the customer identification information, a price-per-unit (PPU) difference from the posted street price of the fuel includes associating a different PPU difference for each grade of fuel.

34. (New) A system for maintaining a posted street price for fuel by a fuel retailer while offering to an identified customer, prices that are different from the posted street price, said system comprising:

- a fuel dispenser having a display for posting the street price;
- an input device for inputting customer identification information;
- a database that stores a plurality of predetermined prices-per-unit (PPUs) for the fuel; and
- a processor that associates with the customer identification information, one of the predetermined PPUs from the database, and applies the associated predetermined PPU to a fuel sales transaction with the customer.

35. (New) The system of claim 34 wherein the processor also controls the display on the fuel dispenser to display a street price equal to the associated predetermined PPU during the fuel sales transaction with the customer.

36. (New) A method of providing multiple level discounts on a desired product or service to a customer who purchases at least one cross-marketed product or service, said method comprising the steps of:

- awarding a first discount on the desired product or service to the customer based on a purchase by the customer of a first cross-marketed product or service;
- awarding a second discount on the desired product or service to the customer based on a purchase by the customer of a second cross-marketed product or service;
- adding the first discount to the second discount to determine a total discount on the desired product or service; and
- awarding the total discount to the customer.

37. (New) The method of providing multiple level discounts of claim 36 wherein the customer purchases the first cross-marketed product or service from a first merchant, and purchases the second cross-marketed product or service from a second merchant.

38. (New) The method of providing multiple level discounts of claim 36 wherein the first product or service is a consumable good sold in multiple units, and the first, second, and total discounts are discounts on the price per unit of the consumable good.

39. (New) The method of providing multiple level discounts of claim 38 wherein the consumable good is gasoline, and the first, second, and total discounts are discounts on the price-per-unit-volume of gasoline.

40. (New) A method of providing a discount on a desired product or service to a customer who purchases at least one cross-marketed product or service, said method comprising the steps of:
 awarding a first discount amount on the desired product to the customer based on a purchase by the customer of a first cross-marketed product or service;
 assigning a customer identification to the customer;
 storing the first discount amount in a discounts issued database that associates the first discount amount with the customer identification;
 inputting by the customer in a subsequent transaction, the customer identification;
 retrieving the first discount amount from the discounts issued database; and
 reducing the price of the desired product or service by the first discount amount.

41. (New) The method of providing a discount on a desired product or service of claim 40 further comprising, after the step of awarding a first discount amount, the steps of:
 awarding a second discount amount on the desired product to the customer based on a purchase by the customer of a second cross-marketed product or service; and
 adding the first discount amount to the second discount amount to determine a total discount amount on the desired product.

42. (New) The method of providing a discount on a desired product or service of claim 40 wherein the desired product or service is gasoline, and the first discount amount is a discount on the price-per-unit-volume of gasoline.